

Uninsured
Quit Line Data Summary
January 1 - March 31, 2002

	Uninsured	State
Number of Calls to Quit Line	N = 545	N = 4,096
Percent of Statewide Calls	25.1%	100.0%
Percent of State Population¹	NA	100.0%

	Uninsured %	State %
Gender	N = 541	N = 3,737
Female	51.2%	61.7%
Male	48.8%	38.3%
Race/Ethnicity	N = 507	N = 3,032
People of Color	16.0%	12.8%
White	84.0%	87.2%
Age	N = 537	N = 3,176
Less than 18 years old	0.9%	2.3%
18 - 24 years old	17.7%	16.2%
25 - 34 years old	28.3%	23.2%
35 - 44 years old	28.7%	27.0%
45 years and older	24.4%	31.4%
Education	N = 534	N = 3,209
Did not graduate high school	21.2%	19.8%
High school graduate	36.0%	33.3%
Some college/vocational school	35.6%	36.9%
College graduate	7.3%	10.0%
Caller Type	N = 539	N = 3,483
General Information	0.2%	10.6%
Health care provider	0.0%	3.4%
Tobacco user	99.8%	86.1%
Payer Type	N = 545	N = 2,167
Uninsured	100.0%	25.1%
Heard About	N = 484	N = 3,110
Past caller	8.5%	12.9%
Employer/worksites	0.2%	1.4%
Health care provider	12.2%	17.0%
Television	26.4%	23.9%
Outdoor advertisement (billboard/bus/wall)	5.0%	4.9%
Targeted mailing	0.2%	0.2%
Great Start	3.3%	6.2%
Radio	1.0%	1.1%
Newspaper/Magazine	1.4%	1.7%
Brochure/Newsletter	3.7%	5.2%
Family or friend	35.3%	21.5%
Health Department	2.3%	3.0%
School	0.4%	0.9%